

PBS COOKING STAR DAISY MARTINEZ JOINS SIEMPRE MUJER AND HEALTHY KIDS EN ESPAÑOL

NEW YORK, N.Y., (May 17, 2006) – Meredith Corporation's *Siempre Mujer*, the Spanish-language lifestyle and service publication for Hispanic women in the United States, announced today the appointment of a new contributing editor – author and PBS Host Daisy Martinez (“Daisy Cooks!”). Martinez will also have a regular column in Meredith's *Healthy Kids en Español*, the quarterly magazine for Hispanic parents in the United States.

Martinez's column, *La Buena Comida* (Good Food), will premiere in the June/July issue of *Siempre Mujer* and include her tricks-of-the-trade, favorite ingredients, recipes, Q&As with readers and much more. Her *Healthy Kids en Español* column, *Bocaditos de Sabor* (Bites of Flavor), will cover cooking secrets for busy moms, interesting food facts and time-saving recipes, and will premiere in the summer 2006 issue.

“We are so excited about having Daisy join our team,” said Editor-in-Chief Johanna Buchholtz-Torres. “Her cooking expertise, family-friendly flair and love for Latin cuisine of all kinds make a perfect match for the pages of *Siempre Mujer* and *Healthy Kids en Español*.”

“I am extremely grateful to be given the opportunity to share my passion for the Latina kitchen with an enthusiastic and captive audience,” Martinez said. “The fact that I can do what I love and make a living at it – that is the secret to joy, isn't it? It is very exciting time for our culture. The mainstream is recognizing that Latin cuisine is as diverse and sophisticated as anything experienced in Europe.”

Martinez was born to Puerto Rican parents in Brooklyn, N.Y, attended Long Island University and then the French Culinary Institute. Shortly after graduation she began working as a prep-kitchen chef for “Lidia's Italian-American Kitchen,” a television series on PBS. Today, in addition to her PBS show and editorial duties, Martinez manages a small catering business, The Passionate Palate, cooking food from across the broad spectrum of Latin cuisine.

Martinez joins a long list of *Siempre Mujer* contributing editors including: Hildi Santo Tomás, famous for her design work on TLC's show “Trading Spaces;” accomplished author and Toltec teacher Don Miguel Ruiz; Sylvia Mendoza, an award-winning writer and author, and women's advocate; Irma Murillo, a well-known journalist, motivational speaker, freelance writer and astrologer in Mexico; and financial expert Xavier Serbia.

The June/July issue of *Siempre Mujer*, with Univision's María Elena Salinas on the cover and Martinez's column inside, hits newsstands May 30. The summer issue of *Healthy Kids en Español* is available now at pediatrician's offices nationwide.

About *Siempre Mujer*

Launched in September 2005, *Siempre Mujer* is a Spanish-language lifestyle and service publication for women living in the United States. Published by Meredith Corporation (NYSE: MDP), *Siempre Mujer* reflects the lifestyles, aspirations and dreams of Hispanic women who keep their traditions alive and embrace new American values. *Siempre Mujer* helps the Hispanic woman navigate this new culture by covering the worlds of: Home décor; fashion and beauty; food and entertaining; family and parenting; culture and entertainment; relationships and self-development; health and fitness; and finance. The bi-monthly national magazine has a rate base of 350,000.

About *Healthy Kids en Español*

Healthy Kids en Español serves the needs of Hispanic parents in the United States, helping them stay well-informed about issues important to their families: children's health and safety, nutrition and development, education, travel, family life and personal care. Written in Spanish, *Healthy Kids en*

Español is a quarterly national magazine that has a rate base of 500,000.

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